Summary

Subject matter: The improvement of the system of motivation of the company’s personnel.

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Topicality of the research: With the transition to the market system of relations and democratization of management, the work motivation of the personnel acquires special significance. The improvement of the system of personnel motivation implies the knowledge and consideration for the socio-economic and psychological conditions and factors capable of exercising influence on its effectiveness.

Objective of the research: the study of the socio-economic and psychological determinates of personnel motivation and determination of the directions of its improvement.

Tasks: 1. to reveal the content of the notion “motivation”; 2. to study the socio-psychological and economic determinates of motivation, to determine its role in the system of organizational relations; 3. to present and characterize the main methods of personnel motivation used in modern organizations; 4. to highlight the main problems of management of personnel management in Russia and abroad and the ways of their solution on the example of advanced foreign companies; 5. to conduct the analysis of the system of personnel motivation in “Tander”, ltd.; 6. to propose the directions of the systemic improvement of personnel motivation “Tander”, ltd..

Theoretical and practical significance of the research: systematization and generalization of home and foreign experience of the improvement of the system of work motivation of the personnel and its adaptation to modern market conditions; the proposed directions of the systemic improvement of personnel motivation of “Tander”, ltd., can be adapted and used in other companies of wholesale and retail net.
Results of the research: We have revealed and studied the main socio-economic and psychological determinates of the company’s personnel motivation; determined the directions of the systemic improvement of personnel motivation of “Tander”, ltd.

Recommendations:
1. motivation of employees through the organization of work;
2. system of material and moral stimulation;
3. motivation through goal-setting;
4. flexible work hours;
5. establishing the personnel informed.

The realization of these proposals must be realized as a complex and be corrected, when needed, considering the changing socio-economic and psychological conditions and factors of the external and internal environment of the organization.